

Boys' Brigade Share-A-Gift 2024 Aims to Reach Over 50,000 Beneficiaries with Expanded Volunteer Opportunities

Returning for its 37th year, the Boys' Brigade Share-A-Gift (BBSG) is setting new records with its ambitious 2024 campaign. Officially launched at SUN-DAC (Choa Chu Kang) by Guest-of-Honour Mr. Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry, the initiative aims to support 51,185 beneficiaries, marking its most extensive outreach yet.



Guest-of-Honor, Mr Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry, packing Boys' Brigade Share-a-Gift (BBSG) Food Hampers with Mr Patrick Koh, President of The Boys' Brigade Singapore; Ms Chan San San, Chief Executive Officer of Prudential Singapore, Mr Henry Tan, Chairman for BBSG 2024; and Ms Jean Khong, Director and Head of Group Strategic Communications of FairPrice Group and General Manager of FairPrice Foundation

A Season of Giving: Supporting Vulnerable Communities

